

# Innovation winners!

The 64th annual Cannes Lions Festival of Creativity hosted the Cannes Innovation award ceremony on 20 June 2017.

Lions Innovation honours ground-breaking technology and problem solving and makers putting their groundbreaking products into the hands of the creatively curious.

“ Innovation Lions went through a different process. Did not need an agency and came from large and start ups.

[#canneslion](#)— Ann Nurock (@annnurock) [June 20, 2017](#) ”



#CannesLions2017: Innovation shortlist

20 Jun 2017



A total of 12 Innovation Lions were awarded from a shortlist of 35, with the Grand Prix going to Åkestam Holst and Great Works Stockholm for IM Swedish Development Partner's 'Humanium Metal Initiative'.

View the full table of winning work below:

## Innovation Lions Winners

Entrant	Title	Client	Product	Award
ÅKESTAM HOLST, Stockholm / GREAT WORKS, Stockholm	THE HUMANIUM METAL INITIATIVE	IM SWEDISH DEVELOPMENT PARTNER	HUMANIUM METAL	Grand Prix
GOOGLE, Mountain View	TILT BRUSH	GOOGLE INC.	TILT BRUSH BY GOOGLE	Gold Lion
GARBERGS, Stockholm	LOS SANTOS PRIDE	STOCKHOLM PRIDE	NON-PROFIT ORGANIZATION	Gold Lion
MEMAC OGILVY & MATHER, Dubai	POTATOES ON MARS	CIP - THE INTERNATIONAL POTATO CENTER	POTATOES ON MARS	Silver Lion
KBS ALBION, London	I'M ADA, I CAN HELP.	ADA HEALTH INC.	ADA	Silver Lion

LEO BURNETT INDIA, Mumbai	ROADS THAT HONK	HPCL	HP LUBRICANTS	Silver Lion
MRM/McCANN, New York	YOUR VOICE IS YOUR STAMP	U.S. POSTAL SERVICE	SHIPPING & MAILING	Silver Lion
GOOGLE, Mountain View	EARTH VR	GOOGLE INC.	EARTH VR	Bronze Lion
APPLE, Cupertino	LIAM	APPLE	PHONE	Bronze Lion
SHELL BRANDS INTERNATIONAL, Baar / GRAMTYLIGHT FOUNDATION, London / J. WALTER THOMPSON, London	GRAMTYLIGHT: TURNING GRAVITY INTO LIGHT	SHELL GLOBAL / GRAMTYLIGHT FOUNDATION	GRAMTYLIGHT - GL02	Bronze Lion
WHAT3WORDS, London	THE WORLD ADDRESSED		WHAT3WORDS	Bronze Lion
AREA23, New York	ITBRA — THE WEARABLE THAT DETECTS CANCER	CYRCADIA HEALTH	ITBRA/BREAST CANCER SCREENING	Bronze Lion

*The Festival of Creativity runs from 17-24 June 2017, with Cinemark the official local representative for the Cannes Lions International Festival of Creativity.*



#CannesLions2017: Cinemark brings SA all the creative magic

Leigh Andrews 14 Jun 2017



Visit the official Cannes Lions [website](#) and our [Cannes Lions special section](#) for more information.

For more, visit: <https://www.bizcommunity.com>